



NEWS

www.baaqmd.gov

For Immediate Release
December 13, 1999

Contact: Teresa Lee: 415.749.4900
Ralph Borrmann: 415.749.4791

Media Advisory

Spare the Air Award Winners Honored

When: Wednesday, December 15, 1999, 9:30 a.m.
Where: BAAQMD Headquarters
939 Ellis Street, 7th Floor Board Room
San Francisco
(photo opportunity)

The Board of Directors of the Bay Area Air Quality Management District will present six 1999 *Spare the Air* Awards to organizations for their outstanding efforts to reduce air pollution. The awards were created to recognize the commitment and energy of employers who worked hard to reduce air pollution and congestion and make the program a success. Employer participants are asked to educate their employees about air quality, inform them what individuals can do to *Spare the Air* and to notify their employees when *Spare the Air* advisories are issued.

Entries were judged for creativity, outreach, breadth of program and use of communication tools.

Spare the Air Winners (Private Sector)

Pacific Bell, San Ramon - Shelly Lewis, Commute Coordinator, used several communication tools possible to reach the 7,000 Pacific Bell employees who work in buildings throughout the Bishop Ranch Business Park. Lewis coordinated a *Spare the Air* kick-off event complete with educational materials, food and music. Over 1,000 employees attended the event and signed-up for *Spare the Air* e-mail registration. Lewis initiated a "Walk at Lunch" program to reduce lunchtime car trips. Pacific Bell also contributed to a public/private advertising cooperative that "wrapped" six *Spare the Air* buses this summer.

Sandia National Laboratories - Joelle Amande, Environmental Assistant, is the *Spare the Air* coordinator for this Livermore-based employer. On *Spare the Air* days, not only did Amande notify Sandia's 1,500 employees by placing banners across exit gates and by

(more)

using the electronic bulletin board; she also advised Sandia maintenance to refrain from using gasoline-powered lawn and gardening equipment. To promote the *Spare the Air* program and website, employees who spared the air were given incentives, such as *Spare the Air* pens, notepads, chip clips and coasters.

Amande's creativity shined by creating the "Crummiest Car Contest" at Sandia. The Crummiest Car "contestants" received information on "green car" technology, such as electric and natural gas vehicles, and were encouraged to junk their smog-producing vehicles.

Compaq Computer Corporation, Cupertino - Hank Hugeback, Site Services Manager, is the *Spare the Air* promoter for Compaq. Employees at Compaq who use transit or carpool receive \$30 per month as a transit subsidy. Compaq also provides a transit shuttle; bicycle lockers, carpool ridematching and an emergency ride home program for all of its employees. Finally, to motivate other Silicon Valley employers to sign-up for *Spare the Air* e-mail notification, Compaq donated a bicycle to the *Spare the Air* program as a special prize!

Spare the Air (Public Employers)

City and County of San Francisco- Tom Adams, Coordinator. The City and County of San Francisco have been involved in *Spare the Air* planning efforts since the inception of the program in 1991. Through e-mail and paycheck stuffers, the Spare the Air message reaches over 25,000 public employees throughout the year. Prior to the *Spare the Air* season, Adams uses e-mail to notify the 12,000 employees on the system to sign up for e-mail notification. This year, the City made a special effort to reach motorists on the Bay Bridge by placing a banner above the Treasure Island tunnel with the message to "*Spare the Air* this Summer". For the past three years, San Francisco has been an active member of the *Spare the Air* – City and County Advisory Committee, a planning and promotion group. San Francisco also passed a resolution supporting the Lawn and Garden ordinance, which prohibits city and county workers from using gasoline-powered lawn and gardening equipment on high ozone days.

City of Mountain View- Lisa Nissim, Coordinator. The City of Mountain View has been an active *Spare the Air* city since the inception of the program. This year, they created an exceptional clean air education program on a shoestring budget. Using donated prizes along with the Air District's own incentive items and brochures, the city successfully signed up approximately 700 employees to received *Spare the Air* messages and advisories. Mountain View included a web-link to the Spare the Air homepage on their city website. The city also has a number of zero-emission electric vehicles and a charging station partially funded through the Air District.

City of San Ramon- Lisa Bobadilla, Coordinator. In 1998, the City of San Ramon passed a resolution supporting the *Spare the Air* program. As a *Spare the Air* city it has been one of our most effective partners in accomplishing outreach to city employees, local businesses, and residents. This year San Ramon and Bishop Ranch co-hosted a *Spare the Air* kick-off event for employers. The City of San Ramon works actively to promote the *Spare the Air* program and 75 San Ramon employers are registered participants. The City of San Ramon also developed *Spare the Air* signage that remains visible throughout the year.

###